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'Lead the Pack' Sales Training

Don't Confuse Trust with the Need for Approval

A high need for approval creates conflict avoidance and results in weak problem solving skills. Peace becomes important "at any price" in a relationship, putting the customer in total control. "People Pleasers" tend to act and be present solely for what they think others want, sometimes giving away the store. They may have hesitation in letting others know how they think or feel about things to avoid alienating the customer. Confidence can suffer due to doubt about their personal skills, abilities, and knowledge. Sometimes sellers have to say "No," "I can't do that" or "We can't do that." Do not confuse trust with the need for approval. Real trust comes from a combination of character and competency. Likeability is a good thing, but alone is not enough to make a sale. Ask those tough questions so you can provide the best answers and solutions possible.

"The pursuit of approval usually ends in disaster." – Chris Morris

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Sales Mastery 'Lead the Pack' Sales Training

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